



# *Drive Sober or Get Pulled Over Crackdown 2011*

## Welcome

### We Need YOU to Make the Crackdown Count: August 19–September 5

It lasts only two and a half weeks in summer. Yet the impact of the national crackdown on impaired driving extends far beyond Labor Day. Research shows high-visibility enforcement works. Stepping up enforcement will get more impaired drivers off the street — and that adds up to more lives saved. Are you willing to make the crackdown count in your community?

#### What you face ...

- **The .08 BAC threshold** — All 50 States, the District of Columbia, and Puerto Rico have established a threshold making it illegal per se to drive with a blood alcohol concentration of .08 grams per deciliter or higher.
- **Crossing the threshold** — In spite of these laws, nearly 11,000 people nationwide during 2009 were killed in crashes involving drivers or motorcycle riders with BACs of .08 or higher.
- **Repeat offenders** — A driver involved in a fatal crash who had a BAC of .08 or higher was almost 2 times more likely to have a prior conviction for driving impaired than a driver involved in fatal crash who had consumed no alcohol.
- **Impaired drivers and vehicles** — The percentage of drivers with BACs of .08 or higher involved in fatal crashes was highest for motorcycle riders (29%), compared with drivers of light trucks (23%) and passenger cars (23%).
- **Impaired drivers and age** — The highest percentage of drivers in fatal crashes who had BACs of .08 or higher was for drivers 21 to 24 years old (35%), followed by drivers 25 to 34 (32%) and 35 to 44 (26%).
- **High-risk periods** — Alcohol impairment among drivers involved in fatal crashes was 4 times higher at night than during the day (37% versus 9%); and 31 percent of drivers involved in fatal crashes on weekends were alcohol-impaired, compared to 18 percent during the week.
- **A serious crime** — Alcohol-impaired (.08 BAC or higher) crash fatalities accounted for 32 percent of all motor vehicle crash fatalities during 2009 — or an average of one fatality every 48 minutes.

#### What you can do ...

- **Commit to the crackdown** — Join law enforcement agencies across the country in cracking down on impaired drivers this August 19 through September 5, 2011; make your efforts highly visible and promote your participation to your local media.
- **Emphasize consequences** — Driving while impaired often results in jail time, fines and other penalties — including being sentenced to use an ignition interlock — as well as personal embarrassment, adverse effects on job prospects and financial costs. Use the sample earned media in this kit to help you alert drivers to the consequences of impaired driving.
- **Maximize enforcement success** — Conduct sobriety checkpoints and enforcement activities during high-risk nighttime hours. Consider setting up checkpoints (even with low staffing) early in the evening, e.g., from 7 to 9 p.m. (to increase visibility) and saturation and roving patrols during late night hours, e.g., 11 p.m. to 2 a.m. (to increase the likelihood of making arrests).

**For additional impaired-driving information and resources, visit the High-Visibility Enforcement Campaign Headquarters at [www.StopImpairedDriving.org](http://www.StopImpairedDriving.org).**



U.S. Department of Transportation  
**National Highway Traffic Safety  
Administration**

**[www.TrafficSafetyMarketing.gov](http://www.TrafficSafetyMarketing.gov)**



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